

1(a) Throughout my foundation and advanced portfolio I have developed my skills of research and planning. Before starting AS Media Studies I had only done Basic research.

For my foundation portfolio I chose to do DTP. This was to create a music magazine. I did textual analysis of similar music magazines and music magazines with different genres to compare typical conventions. These included magazines such as: Empire (Film), Kerrang (Rock), GQ (Mens) etc. I then evaluated my work to conclude the typical conventions used to attract the reader. These included themes and conventions such as: Main Photograph, Headline, pull Quotes, pugs etc. I used these to apply in my own production for my music magazine.

I also carried out Qualitative and quantitative research. This helped me find my Genre to fit my aimed target audience of teenagers. I carried out Questionnaires with open, specific questions to my aimed audience. These included Questions such as favourite hobby, What you get up to at weekend's etc. I created pie charts for the results of some of my questions of multiple choice. I could not carry this out for my open questions as there may be lots of answers. I carried out 20 questionnaires to a number of different people. The answers made me choose my Genre (RnB) because of the popularity and gave me a wider understanding of the interests to include in my double page spread.

I then carried out some research & consumed Media texts around the Genre of RnB & their artists. I took Chris Brown and watched an Interview with him for a music channel. I picked out some of the language and slang they used to fit into my text for my double page spread and Quotes for my Chosen Artist.

In my foundation practical, all of these techniques and skills of Research and planning effected my creative decision making. I needed to create a professional magazine that would be able to fit into the market. This is why I chose RnB because I discovered there aren't hardly any RnB magazines, and the ones that are mostly sold in the US! There was definitely a niche in the market for my magazine.

In my advanced portfolio I am In the middle of carrying out my research and planning. This is for creating a neo-noir film teaser trailer. I have carried out textual analysis of different film Websites as I am going to create my own. I have textually analiyessed different noir and neo-noir films to compare their conventions. However, I am going to go deeper into analysing nero-noir films & trailers aimed at my target audience. This Is because I found myself in my foundation portfolio being to general around genres and types of magazine. This made me carry over conventions and styles different to my genre. I am also carrying out 50 questionairres rather than 20 because it is simply not enough and some of the results could be biased.

I am also going to give each questionnaire to my specific target audience. My evaluated are: Brick, Double indemnity and Blade runner to compare contemporary neo noir and classic. These will help and create my typical conventions and themes to my trailer.

1(b) I found the media represents people in a number of different ways. Representation means the way in which the media chooses through a selection and ordering process the way to represent a certain group of people in society. There are 2 different types of representation from 2 different models. The Hegemonic model represents people in a fixed, backward looking representation and feeds the audience the stereotype to be correct. However, the pluralistic model shows how the media can represent people in a debateable way (usually negative) and more realistic view upon society. In my foundation practical, I found that certain people were represented in different ways using conventions. This meant that using media language: cinematography, Mise-en-scene, editing and sound determined the representation of people within the genre of music. I found that the use of camera angles, lighting props, costumes, make up etc on the model determined a number of factors such as: Social Class, ethnicity, gender, age, etc. For example: In a Issue of GQ magazine there was a main photograph of

Russell Brand and an unknown person. The photo was taken at a high angle with Russell standing on something to make him taller. He was also wearing expensive clothing. This gave of a representation and comparison between the two people showing Russells power over the unknown model. I then applied this to my practical. My chosen star was a working class hero who had just left the urbanised of a small town near London and became a superstar. I showed this by: Big expensive watch to show money, Hoody and flat peak to show personality and background. I then also applied this to my double page spread, discussing how he had left his old life behind of crime, violence and nothing to Riches and celebrity. Also the language I used represented him as working class.

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I am going to discuss how the media represent the working class of Britain through contemporary and historical music and film.

The Hegenionic representation of Britain is very much a fixed, stereotyped view upon society. This come from movies such as: "Wimbledon Locraime" and "Notting Hill".

This offers a positive stereotype of mainly the middle class. However, pluralistic British movies such as: "This is England Shane Meadows" and classically "Saturday Night and Sunday Morning" gives off a completely different approach. "This is England" sees a young boy through a Journey of being in a Skinhead gang.

Stereotypically Skinheads are seen as violent and racist, however we see a different approach of Meadows version of the working class. They are very much anti-racist but just angry about what is going on in Society and take their anger out on derelict buildings. The classical "Saturday Night and Sunday Morning" follows a young man who is fed up of doing the same thing at work and wants to enjoy life. The only way he can is at Saturday and Sunday. It doesn't represent Britain as extremely negative it just backs up the fact of outcasts from society and how their lives are determined by the decisions of society.

Within the British music industry representation of the working classes has always been an issue. From classical Britpop, "Oasis" Manchester. They were represented as the working class by wearing cheap clothing, from rough backgrounds. They were the working class heros from Manchester. There was a big battle between Oasis and Blur at the beginning of the Britpop ear. Oasis became the most popular as Blur wre middle class but Oasis emergerged from nothing at wrote songs such as: Cigarettes and alcohol, targeting the working class. This became inspiring that Oasis were happy and revelling in the fact they were from the working class.

In the modern era of Grime, there are numerous bands and artists that represent the working class. This contemporary representation is backed up from artists such as: "Dizzee Rascal", "Tinchy Stryder" & "N-dubz" It shows how the working class are talented and should be equall to the middle and upper classes. Their songs show how the working class is a main representation of young black males in London causing trouble and violence. This is backed up by songs such as: "Bonkers", "Are you gunna bang", and "You better not waste my time".